

CLAIMS

1 1. A method for providing information to a user accessing a World Wide Web site,
2 comprising:

3 serving an advertisement associated with a first World Wide Web site, wherein
4 said advertisement has an associated selectable option that is displayed when said
5 advertisement is displayed, further wherein said selectable option has an associated
6 information delivery process;

7 receiving an indication of a selection of said selectable option associated with said
8 advertisement; and

9 providing information associated with said advertisement via said information
0 delivery process.

1 2. The method of claim 1, wherein said advertisement has at least one subject matter topic
2 associated with it and said information is directed at least in part to said subject matter topic.

1 3. The method of claim 1, further comprising:

2 receiving an indication of personal information used during said providing
3 information associated with said advertisement via said information delivery process.

1 4. The method of claim 1, where said providing information associated with said
2 advertisement via said information delivery process includes at least one of the following:

3 redirecting a browser to a second World Wide Web site containing said
4 information;

5 providing a hyperlink to a second World Wide Web site, wherein said second
6 World Wide Web site contains said information;

7 emailing said information;

8 providing an indication that said information will be provided in an email
9 message;

10 serving said information as part of a new advertisement associated with said first
11 World Wide Web site;

12 serving said information as part of said first World Wide Web site;

13 facsimileing said information; and
14 mailing said information to a postal address.

1 5. The method of claim 1, wherein said indication of a selection of said selectable option
2 associated with said advertisement is received from a user accessing said first World Wide Web
3 site and further comprising:
4 determining personal information associated with said user.

1 6. The method of claim 5, further comprising:
2 providing at least a portion of said personal information associated with said user
3 to a third party.

1 7. The method of claim 5, wherein said information delivery process is based at least in part
2 on said personal information.

1 8. The method of claim 5, wherein said personal information includes at least one of the
2 following:

- 3 an email address;
4 a postal address;
5 an age;
6 a telephone number;
7 a facsimile number;
8 a user preference;
9 a credit card number; and
10 a user identifier.

1 9. The method of claim 5, wherein said determining personal information associated with
2 said user includes:
3 receiving an indication of said personal information associated with said user.

1 10. The method of claim 1, further comprising:
2 providing an indication of said selection of said selectable option to a third party.

1 11. The method of claim 1, wherein said information associated with said advertisement
2 includes a notice that additional information will be provided by a third party.

1 12. The method of claim 1, wherein said information associated with said advertisement
2 includes a request for consent to receive additional information.

1 13. The method of claim 11, further comprising:
2 receiving an indication of a consent to receive said additional information.

1 14. The method of claim 11, further comprising:
2 providing said additional information.

1 15. The method of claim 11, further comprising:
2 providing a notice that said additional information will be provided by a third
3 party.

1 16. The method of claim 11, wherein said information associated with said advertisement
2 includes a request for consent to receive additional information and a notice that said additional
3 information will be provided by a third party.

1 17. A method for providing information to a user accessing a World Wide Web site,
2 comprising:
3 serving a displayable item associated with a World Wide Web site, wherein said
4 displayable item has at least two associated selectable options and each of said two
5 selectable options has an associated information delivery process;
6 receiving an indication of a selected one of said at least two selectable options;
7 and
8 providing information associated with said displayable item via said information
9 delivery process associated with said selected one of said at least two selectable options.

1 18. The method of claim 17, wherein each of said at least two associated selectable options
2 has a different information delivery process associated with it.

1 19. The method of claim 17, wherein said displayable item includes an advertisement.

1 20. The method of claim 17, wherein said displayable item includes at least one of the
2 following:

- 3 an image;
4 a hyperlink associated with at least one of said two selectable options;
5 a banner;
6 a button; and
7 a badge.

1 21. A method for facilitating delivery of third party information to a visitor of a World Wide
2 Web site, comprising:

- 3 displaying a displayable item on a World Wide Web site, wherein said
4 displayable item is associated with a third party and has an associated selectable option,
5 further wherein said selectable option has an associated information delivery process;
6 receiving an indication of a selection of said selectable option associated with said
7 displayable item; and
8 providing an indication of said selection to said third party.

1 22. The method of claim 21, further comprising:

- 2 providing an indication of said information delivery process to said third party.

1 23. The method of claim 21, further comprising:

- 2 providing contact information to said third party for use in said information
3 delivery process.

1 24. The method of claim 23, wherein said contact information includes at least one of the
2 following:

- 3 an email address;
4 a postal address;
5 a telephone number;
6 a facsimile number;
7 a user preference;
8 a credit card number; and

9 a user identifier.

1 25. A method for facilitating information transfer to a user accessing a World Wide Web site,
2 comprising:

3 displaying a displayable item associated with a first World Wide Web site,
4 wherein said displayable item has an associated selectable option, further wherein said
5 selectable option has an associated information delivery process;

6 receiving an indication of a selection of said selectable option associated with said
7 displayable item; and

8 providing an indication of said selection to a second World Wide Web site.

3 26. A system for providing information, comprising:

1 means for distributing an advertisement associated with a World Wide Web site,
2 wherein said advertisement has an associated selectable option that is displayed when
3 said advertisement is displayed, further wherein said selectable option has an associated
4 information delivery process;

5 means for detecting an indication of a selection of said selectable option
6 associated with said advertisement; and

7 means for transmitting information associated with said advertisement via said
8 information delivery process.

1 27. An article of manufacture, comprising:

2 computer program means for distributing a displayable item associated with a
3 World Wide Web site, wherein said displayable item has at least two associated
4 selectable options and each of said two selectable options has an associated information
5 delivery process;

6 computer program means for detecting an indication of a selected one of said at
7 least two selectable options; and

8 computer program means for transmitting information associated with said
9 displayable item via said information delivery process associated with said selected one
10 of said at least two selectable options.